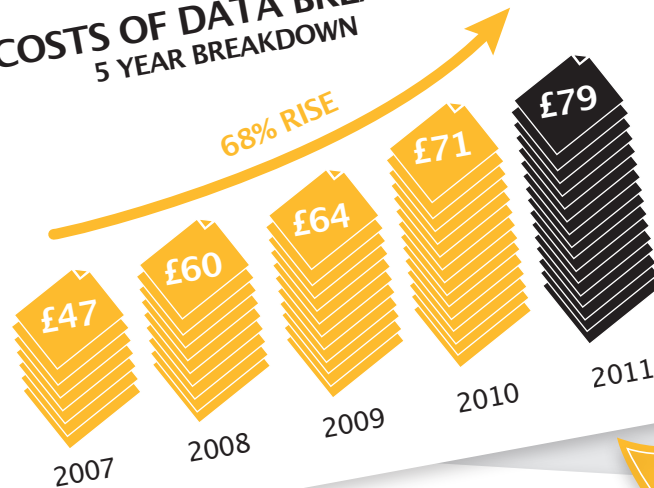
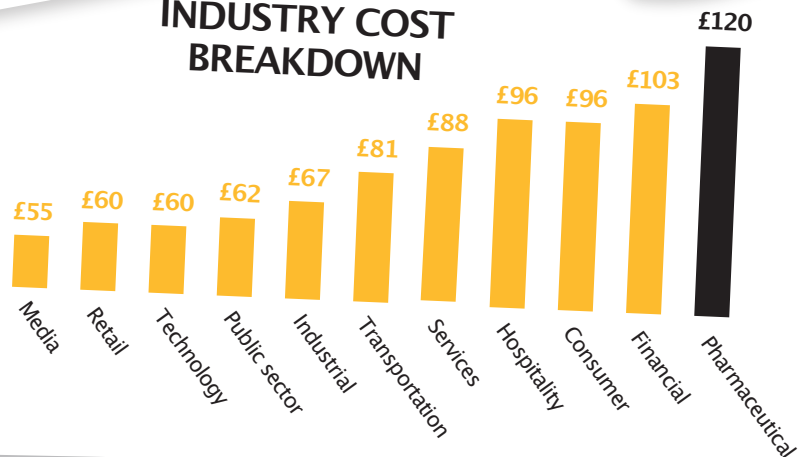


# THE COST OF A DATA BREACH

## COSTS OF DATA BREACH 5 YEAR BREAKDOWN



## INDUSTRY COST BREAKDOWN

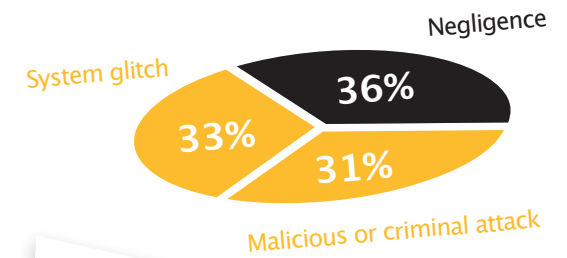


## COST OF DATA BREACH PER RECORD

£71  
2010

£79  
2011

## CAUSES OF DATA BREACHES



## POSITIVE AND NEGATIVE ATTRIBUTES AND THEIR RESULTS

Six positive and negative attributes can influence the cost of a data breach.

*These factors can reduce the cost of data breach:*

CISO (or equivalent title) has overall responsibility for enterprise data protection

SAVING

£18

Organisations notified data breach victims quickly

£7

Consultants are engaged to help remediate the data breach

£11

It is the first time the organisation had a data breach

£10

*These factors can increase the cost of data breach:*

Data was lost or stolen due to third-party botches

LOSS

£9

The data breach involved lost or stolen devices

£6

## ORGANISATIONAL COST

£1.9m  
2010

£1.75m  
2011